

HARVARD SPORTS MANAGEMENT GROUP, INC. FUNDRAISING PROGRAM

Important Notes Regarding Fundraising:

Each team member is responsible for checking the guidelines for fundraising as they pertain to their eligibility with their respective athletic association. All **personal** funds paid above and beyond the tour cost will be refunded in September of the year traveled. All **non-personal** funds (i.e. from donors) received above and beyond the tour cost become property of HSMG (due to NCAA regulations) and will be allocated to the team fund as a means of tour enhancement.

Individual Fundraising Program:

If you plan to fundraise for your portion of the team's expenses we have a very successful program for you. We recommend using the attached fundraising letter to raise your share of the expenses.

I. Individual Target Marketing Planning

- a. Make a list of possible donors (200-250 contacts)
- b. Family Members- grandparents, aunts, uncles, etc.
- c. Family Friends and Neighbors
- d. Professional Acquaintances- doctors, insurance agent, barber/hair dresser, auto mechanic, car dealer, local businesses, etc.
- e. Corporate Sponsors- Check with the human resources department where you and your family work- some companies have funds available for programs like this or they have may have matching programs to help.
- f. Clubs and Professional Organizations at School and Home- Eagles Lodge, VFW, Masons, Lions Club, American Legion, Church Group, etc...

II. Delivering The Fundraising Letter

- a. Hand-Deliver Fundraising Letter
The most successful approach we have seen is if you hand deliver the fundraising letters to those you can, you will see a success rate of nearly 100%. We like to think of it as the "Girl Scout" approach- if you are in front of them it is much harder to be turned down.
- b. Mailing Fundraising Letter
Send a self-addressed stamped envelope along with the donation form and a cover letter telling about yourself and the opportunity for you to compete on the International level and represent the USA. Over the next 2 weeks, follow up with them about their donation.

III. Receive Your Donations and mail them to HSMG. Over time, you will see that even small donations of \$10-\$20 will make up the bulk of your goal. Therefore, the more letters you send out, the better chance you have to reach your fund raising goal. For example: 100 donations of \$20 = \$2000.

HARVARD SPORTS

DONATION LETTER

I, _____, of _____, have been invited to join the Harvard Sports Select Team, which will train, compete, and tour internationally.

With this opportunity I shall act as an ambassador representing the United States and my respective institution, while competing internationally. The team as a whole will spend some time exploring the local region and discovering the customs/traditions of another culture while gaining an educational experience too.

In order for this trip to be a success, I have to cover my portion of the team's expenses. Any donation you can give would go directly towards the team's expenses, and would be greatly appreciated.

Harvard Sports Management Group would also like to thank everyone for your contributions and support. We will do our utmost to show good sportsmanship and represent the USA with class and distinction.

Thank you for your support.

Sincerely,

DONATION FORM

TOURNAMENT NAME: _____

Donation For: _____ **Trip Code:** _____

Donation From: _____ **Amount:** \$ _____

Donor's Address: _____
[Street] [City] [State] [Zip]

Please mail this portion with your donation to the address below:

Harvard Sports Management
Attn; Vivian Lewdowsky
303 Merrick Rd. Suite 302
Lynbrook, NY 11563

Make Checks Payable to Harvard Sports Management

*****Please include the player's name in memo line to ensure proper credit*****

For Credit Card Donations:    Call Toll Free (866) 764-4355

ADDITIONAL FUNDRAISING

London Tour Raffle Tickets

Harvard Sports Management donates a trip for two to London, England, that includes international airfare from JFK Airport, transfers to and from the airport, as well as hotel accommodations for 5 nights including breakfast each day at the hotel. This is our way to help our athletes raise funding for their tour. We supply our athletes with free raffle tickets that are to be sold by the athletes for a minimum of \$5.00 each. Tickets come in booklets of 5 and can be sold individually or as a whole booklet. This gives the athlete the opportunity to customize ticket sales for any situation. For example, if selling to another individual, you might suggest a discount if more than 1 ticket is purchased. For example, you could sell 1 ticket for \$10, 3 tickets for \$25 or a whole booklet for \$40. If selling multiple booklets to a business (such as car dealership) for promotions, you may sell whole booklets for \$25. When you return the raffle ticket booklets along with the funds raised, 100% of the funds will be allocated toward the cost of the tour.

Need more Help Fundraising

Call My Sports Dreams - (800) 376-5988. Ask for Jordan Kern. Through this organization's efforts they can assist you in professionally fundraising for your Harvard Sports Management tour.